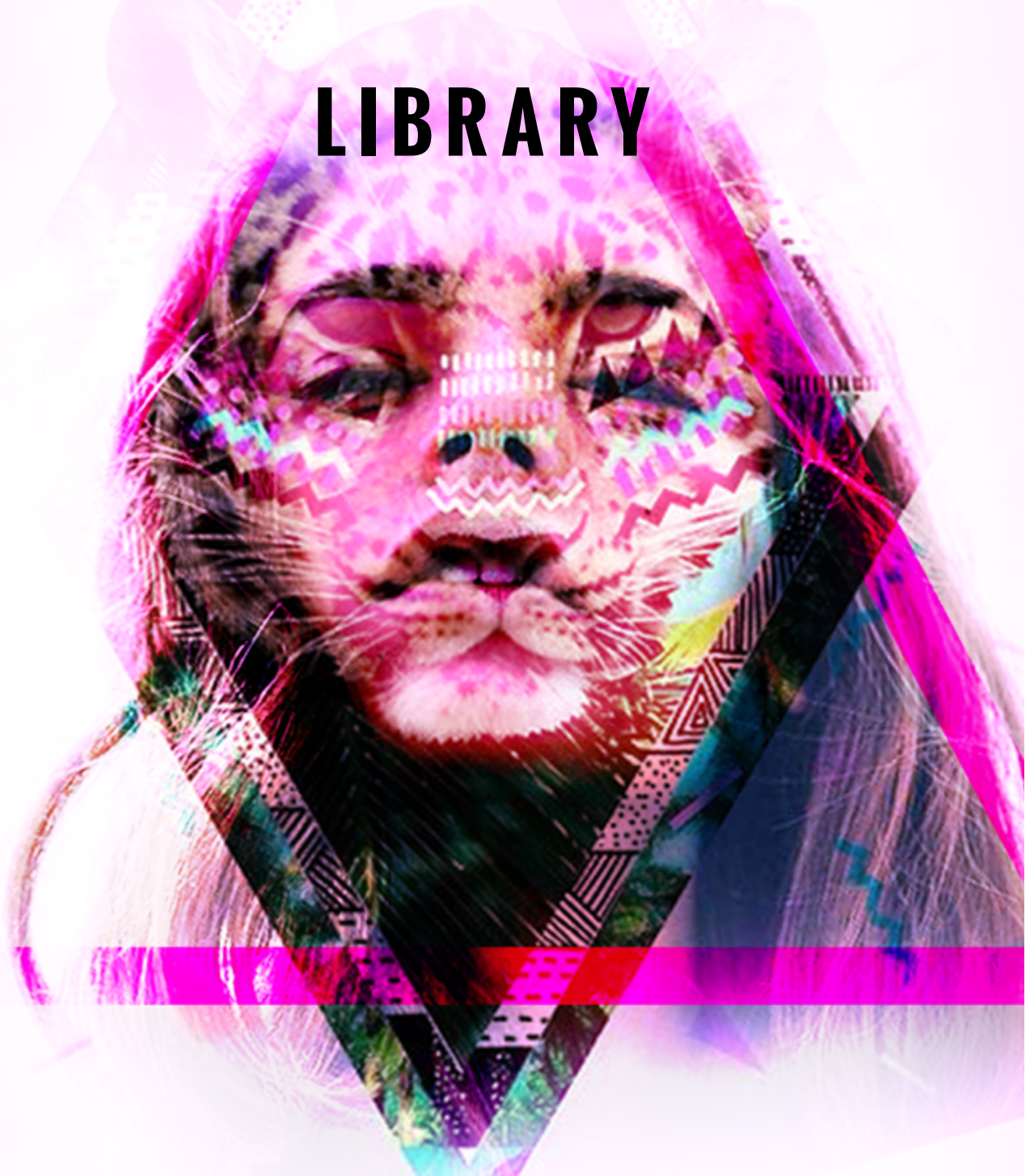


CONTENT

LIBRARY



IN THE FUTURE THEY'LL INVENT A SMALL GOLDEN LIGHT
THAT FOLLOWS YOU EVERYWHERE AND WHEN SOMETHING IS ABOUT TO END,
IT SHINES BRIGHTLY SO YOU KNOW IT'S ABOUT TO END.

COLOUR POSTS

1. The new balayage – Looking for a colour change? Ask your stylist for “the new balayage”. With face-framing highlights and lighter, “sun-kissed” foils around the head to break up the traditional balayage colour.

2. Does your brunette shade throw warmth and become brassy? Ask your colourist for a matte brown that will neutralise red or orange. Make sure you use the best-prescribed home hair care to maintain.

3. Do your lowlights fade quickly and get lost in your blonde? Ask your colourist to make your lowlights thicker under your part and finer on the top.

4. How often should you have your scalp bleach re-touched? Ask your colourist, it depends on the

growth rate of your hair and its thickness.

5. How often should you tone your blonde? It depends on what tone your blonde is. Platinum blondes need toning more regularly with home maintenance. Golden blondes rarely need toning and can be refreshed at the same time as highlighting.

6. As we age and we become greyer, we need to adapt our hair colour in accordance to the percentage of grey vs. natural hair. The more grey you have the more you should avoid darker colours that give contrast to the regrowth.

7. If you have grey hair and you want to disguise the white roots, add some highlights to your colour. A solid colour will make your regrowth more obvious.

8. If your hair is fine ask your colourist to place some ‘contouring’ highlights around your face to give the illusion of extra volume and density.

9. Balayage is a great look for thicker hair. Use finer highlights through the mid-lengths and thicker pieces at the ends of the hair. It takes away from the bulkiness of a solid colour.

10. Before your colour appointment, it’s best to arrive at the salon with hair that isn’t too clean. Your natural oils protect your scalp from irritation.

11. Baby lights aren’t a new technique, but have become increasingly popular. These super fine highlights give a seamless appearance of colour with a super soft demarcation, making regrowth much softer.

12. We love using colour fading techniques on men's hair to blend greys, without covering them completely. The result is much more natural than 'blanket' coverage.

13. Did you know that you lose most of the vibrancy from a red in the first few shampoos after the colour application? Try and keep your shampooing to a minimum after a service.

14. The more dehydrated the hair, the more difficult it is to have colour durability. Repair your hair between salon visits to get longevity from your colour.

15. Hair that is damaged from heat tools such as hair dryers and styling irons is more susceptible to breakage. Avoid colouring hair if the elasticity has been compromised.

16. Black permanent and demi-permanent colour are the most difficult to remove. Black colour is made up of large amounts of red pigment. This is why the hair looks red and orange after lightening black hair.



STYLING TIPS



1. Scandi – Waves - This technique is achieved by using a flat iron/styler to glide over the hair when it's pushed into an 'S' shape.

2. Bored with your hair? Not willing to part with the long hair you've been growing for so long? We don't blame you. Just switch things up with a few expertly placed layers around your face to make your strands appear fuller and bouncier.

3. An easy way to make your blonde strands stand out? Go darker with your brows. It's one of our favourite looks.

4. Fab alternative look to growing out your fringe - Incorporate a sweeping braid across your forehead.

5. Not only is this gym hairstyle a thousand times cooler than a messy bun or ponytail, but you can wear it to drinks after spinning — sweat and all — and no-

one will be the wiser.

6. The easiest way to fake healthy, freshly washed hair? A generous dose of shine spray. Lightly mist it over curls or a sleek ponytail for a pretty, reflective sheen.

7. When you strategically cut the hair away from the face, you often expose the most delicate parts of a woman's face — the cheekbones, the eyes, and the back of the neck.

8. Short hair is poised to have a major moment in 2016.

9. We're totally on board with this style, but if you are looking to rock your natural texture with this crop, have a chat with your stylist to make sure it will work.

10. Getting to know and understand your natural hair is possibly the most impactful thing you'll ever do in the quest for ongoing good hair days. Choosing the wrong shampoo can really make a difference when it comes to the end result of a particular style.

11. Every woman should know how to blow-dry her hair. When done correctly it can cut down on grooming time in a major way. Ask your stylist for easy home styling tips to make sure you're armed with the right tools.

12. If your cowlick is lo-

cated right at the front hairline, we suggest going for a chop: Having heavy fringe will help weigh down well over the cowlick so that if it pops up, it's completely concealed.

13. Trending so hard right now! Every club gal is rocking a braid or two. Get creative. #hottip: prep your hair with a product first like a sea-salt spray.

14. To get the look, divide your hair into two loose pigtails in the back of your head and secure with elastics at about shoulder height. Roll the ends up and under the rest of the hair and pin.

15. The low pony is the ultimate no-fuss hairstyle. To give yours a little something extra, pull the pony tight, and then lift a few pieces right above the hair tie. This adds a bit lift, ensuring you won't look like just rolled out of bed.

16. The hipster beard is the men's look that will define this moment in time. Make sure you use #beardoil to keep yours looking good.

17. If you're on the go and looking for a quick fix, use a mousse to get that tousled look. Perfect to enhance curl and give you a lightweight feel.

18. A wide tooth comb is the ultimate hair detangler. Use this to comb through your conditioner in the shower.

19. Editorial fishtail works best on hair that has some texture to it. These looks are difficult to create on clean soft hair as, the plait slides easily when the hair is soft and smooth.



HAIR COND

MAINTENANCE

N D E R

1. As we move into the warmer months our hair needs extra love and attention. Be sure to use thermal protectors e.g. sprays and argon oil based products.

2. Olaplex - Olaplex, IS the talk of the town! Revolutionising the hair industry, reaching sky-high results without compromising the integrity of the hair. By linking broken bonds in the hair during and after colour services, making them stronger than ever. Contact your stylist to change your life with Olaplex!

3. How to care for your extensions! Sulphate and paraben free shampoos are the best in order to prolong the life of your extensions (and your hair!) Use extra treatments on your extensions, as they don't have the natural oils your hair normally does. Loosely braiding your extensions at night will ensure that you don't wake up with a matted mop of hair in the morning!

4. What NOT to do! Take care of your locks with proper hair care.

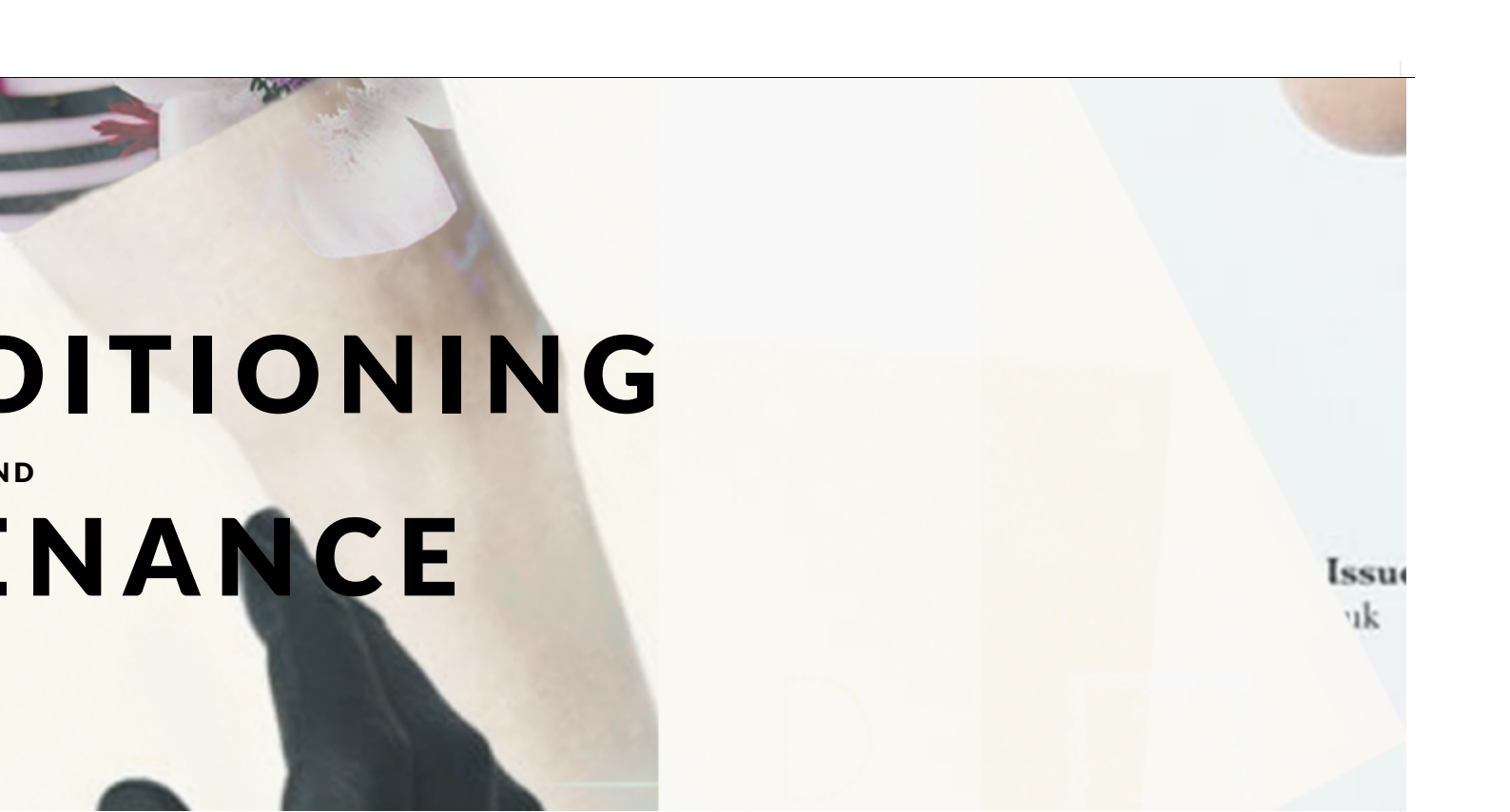
1. Don't use unnecessary heat.

2. Don't colour your hair with supermarket packet dyes.

3. Don't use shampoos and conditioners that contain sulphates or parabens.

5. Wedding hair prep – Build that healthy, perfect base for your perfect day by booking into your salon for a relaxing hydrating mask and protein treatment.

6. Foundations for hair - Get back to basics and build a good hair-foundation to look after your locks. Regular treatments, haircuts and the right home



CONDITIONING

ND

ENANCE

hair care will be the standing ground for any good colour or hairstyle.

7. Is your scalp, sensitive, flaky, itchy/tight? Are you loosing hair in patches? Ask your doctor about scalp psoriasis or eczema. Your doctor can prescribe medicated shampoos with salicylic acid to help decrease flaking, or topical corticosteroids to calm inflammation and resolve thick plaque. If the issue is causing hair loss, there are other options to consider. If there are patches of hair loss, intraregional corticosteroids may be injected monthly to decrease fallout.

8. Is it time to give your bathroom cupboards a 'deep cleanse'? Hair and beauty products have expiry periods, so if it has been a while since you used your mousse or moisture cream, bin it and use your more recent purchases instead.

9. Want healthier hair? As with most things, a healthy scalp starts from the inside out. Try incorporating more omega-3 fatty acids, iron, and protein into your diet. Since about three percent of your hair shaft is made up of omega-3 fatty acids, they're vital to keeping your scalp hydrated. Find them in foods like wal-

nuts, almonds, tuna, and salmon. Worried you're not getting enough? Try adding a daily vitamin or natural supplement.

10. If you want to keep maximum length ask your stylist to dry cut the split ends only.

HAIR CUTTING

AND

SUITABILITY



1. Round face? Avoid short curly or wavy hair that makes your round face appear rounder. A better option would be a cut that hits below the chin or longer.

2. If you have a square face, you may want to play down your strong, angular jaw. Texture, in the form of curls or choppy ends, does this brilliantly. See this photo gallery of best and worst haircuts for square face shapes and other great styles for you.

3. Oval faces tend to look good in everything, but their faces can appear long, so think twice before adding height on top of the head in the form of a trendy, ginormous doughnut bun, a teased updo or a spiky short cut. And always consider your hair texture. If your hair is thick or curly, avoid a blunt cut or risk looking like a pyramid.

4. Heart-shaped faces tend to come with pointy chins (think Reese Witherspoon). Draw attention to your eyes and cheekbones instead.

5. Long-faced girls, while we should avoid long hair, we can get away with it if we cut in long layers that hit at the cheekbones and the chin. Long, wavy hair also looks good on us because the waves add width to the sides of a long face (get inspired by these photos). There's nothing sexier than just-out-of-the-ocean waves.

HAIR HACKS

1. Spray your hairbrush with perfume, which will leave your hair smelling lovely.

2. Create subtle beach waves, by sectioning your hair in half, twisting each section away from the face and blow-drying it.

3. Tame static flyaways by placing dryer sheets on your hairbrush.

4. Spray some anti-static spray on a kabuki brush to smooth out the flyaway hair.

5. Tease your bangs in the roots in the direction you want them to fall, so that they don't fall in your eyes.

6. Go for shorter hairstyles if you want more volume.

7. Try Ombre hairstyle with lighter ends if you want

your hair to appear less thick.

8. Always brush your hair starting from the ends to the root.

9. Don't condition your entire hair, just the ends.

10. Start curling from the roots and guide your hair through the curling iron as you go up so that the ends are subjected to less heat.

11. Use a leave-in conditioner daily if you have dry or damaged hair.

12. Braid wet hair before going to sleep for defined and shiny waves in the morning.

13. Get quick curls, by putting your hair in a ponytail, sectioning off three parts

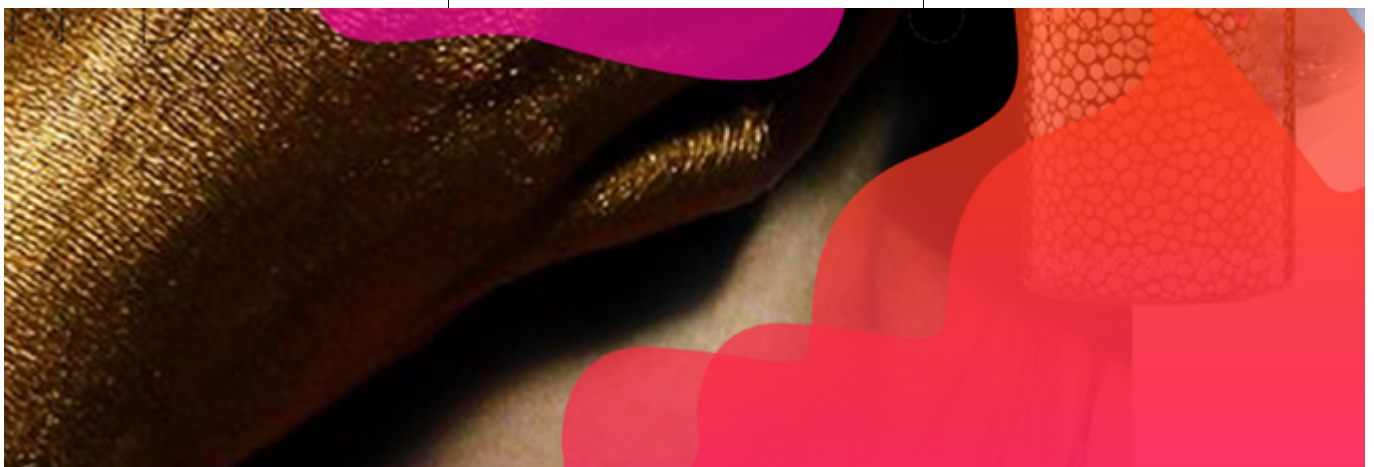
and curling each one. Then let your hair loose.

14. Keep your hair out of the face, by taking a small section of hair, starting from the forehead, and braiding it onto the side, tucking it behind your ears.

15. Flatiron your dry plaits for "s" bend shape.

16. Hair lacking fullness? Achieve instant, thick long hair by getting your hands on high-quality hair wefts.

17. Did you rock some killer waves/curls on the weekend? Come Monday morning your hair will have great texture, but not enough polish to wear to work. Try a loose up-do that allows the texture to loosely fall around the face.



HAIR SCIENCE



1. Dandruff isn't usually a cause of hair loss and usually doesn't mean there's anything wrong with your overall health. It's occasionally related to a medical condition like seborrheic dermatitis, psoriasis, fungal infections of the scalp, or eczema.

2. It's normal to lose a little hair, but if you're seeing more fall out than usual, ask to be tested for hypothyroidism or anaemia. You should expect to lose around 100 strands per day or more if you're breast-feeding.

3. An oily scalp caused by over productive sebaceous glands could reflect

a number of things, such as unbalanced or changed hormones, a new diet, or simply genetics. Oily scalp is linked to seborrheic dermatitis. With this condition, yellow oily patches may be seen, and there is excessive sebum production. Psoriasis is another scalp condition that may cause oily hair if the sebaceous glands are over-productive.

4. Persistent itchy scalps may be a sign of skin conditions such as seborrheic dermatitis or scalp psoriasis. Psoriasis is an autoimmune disease that causes raised reddish, scaly patches on the skin or scalp. Other causes include allergic reactions, eczema, and

a reaction to certain hair colours, shampoos, or hair treatments.

5. If your hair texture changed for no reason, it could mean your hormones are out of whack. I.e menopause or pregnancy. Some drugs such as thyroid medications and oral contraceptives could also cause the shift. If that doesn't seem likely, you might also want to consider taking a supplement because a deficiency in certain vitamins such as vitamin A, biotin, zinc, and fatty acids can lead to a change in the texture of hair.

6. The reason hair turns grey is age. The number of pigment cells in hair

follicles gradually decline. Because you don't have as much melanin, the hair becomes grey or white as it grows. Most people start going grey in their mid-30s and are considered to be premature if grey hair is apparent by age 20. Genetics is thought to be a major factor.

7. The scientific term for split ends is "Trichoptilosis."

8. The scientific term for grey hair is "canities."

9. It takes only 13 days for the grey hair to appear from stress or signs of ageing.

10. Hair is composed of the following elements: Carbon (50%), Oxygen (21%), Nitrogen (17%), Hydrogen (6%), Sulphur (5%).

11. Aside from bone marrow, hair is the fastest growing tissue in the body.

12. Balding only begins to become visible once you've lost over 50 percent of the hairs from your scalp.

13. At any given time, 90 percent of the hairs in your scalp are growing, while the other 10 percent are resting.

14. A single hair has a lifespan of about five years.

15. Hair is made up mostly of keratin, the same protein animals' horns, hooves, claws, feathers, and beaks are made of.

16. When wet, a healthy strand of hair can stretch an additional 30% of its original length.

17. Hair grows slightly faster in warm weather because heat stimulates circulation and encourages hair growth.

8. All hair is dead, with the exception of the hair that's still inside the epidermis of your scalp.

19. Darker hair tends to have more carbon present than lighter hair.

20. In 1950, only 5% of women dyed their hair. Now, that number has increased to 75%!

21. Each strand of hair can support up to 100 grams of weight. Multiply that by the average 100,000 to 150,000 strands on each head, and your entire head of hair could support the weight equivalent to two elephants.

22. Hair absorbs oil out of the water – working as a natural sponge!

23. The average number of hair strands varies by natural colour, with blondes having the most and red-

heads having the fewest.

24. Hair contains information about everything that has ever been in your bloodstream, including drugs, and is one of the most commonly used types of forensic evidence.

25. The only thing about you that can't be identified by your hair is your gender—men's hair and women's hair are identical in structure.

26. Black is the most common hair colour. Red is the rarest and only exists in about 1 percent of the world's population, with blonde hair found in 2 percent.

27. As soon as a hair is plucked from its follicle, a new one begins to grow.

28. Hair can grow anywhere on the human body with the exception of the palms of hands, soles of feet, eyelids, lips, and mucous membranes.

MEN'S STYLING



1. The “Man Bun” and Fade, how to turn every woman’s head! Stay in trend by asking your stylist for that tight fade and sexy man bun, guaranteed to make you irresistible!

2. Have you heard of Co-washing? It’s where you use a mild cleansing shampoo which doesn’t lather, to remove most (but not all) of your hairs natural oils. By leaving some of the natural oil behind, you will reduce the ‘fluffy’ just washed look and have greater control over your styling.

3. Guys, do you want that “I woke up like this” look? Go in search of a matte styling product to give hair natural grip and texture. The result will look natural and ‘lived in’.

4. If you love a highly stylised, freshly clipped barber style look, invest in a small sized neck trimmer to keep the edges of your hair looking clean between salon visits.

5. Hair Loss? If you’re experiencing men’s pattern

hair loss, there are plenty of ways to slow down this natural cycle.

6. Ask us about a home hair care regime that includes leaving in treatments to regenerate the hair follicle.

STYLING POSTS

1. If you're on the go and looking for a quick fix, use a mousse to get that tousled look. Perfect to enhance curl and give you a light-weight feel.

2. Create the effortless curl at home:

1. Using a straightener curl 5-6, large vertical sections around the head.

2. Spray to set each section before brushing out.

3. Using your fingers to break up those curls and Voila! There you have it!

3. Formal season up styles- Stuck on ideas? Try a low messy bun, or a braided up style to add a bit of glamour and beauty to your special night.

4. For Victoria's Secret cat-walk worthy hair, curl hair using either a curling wand or a straightener and pin it to ensure maximum hold and use a boar bristle brush to brush out and mold to perfection.

5. How to fight flat, frizzy hair – Fight flat and frizzy hair by adding a volume mousse and an anti-humidity spray into your hair regime

6. Quick style fix -Fun flirty up-do in 5 minutes! Here's a tip, for a quick little up style! Curl your entire hair, twist and secure with an elastic band or pin for an easy, effortless look.

7. Less is more – How to maintain your look for less. You know what they say, less IS more! The fewer products you use, the more your hair will maintain those curls or keep that slick hair straight.

8. The low pony is the ultimate no-fuss hairstyle. To give yours a little something extra, pull the pony tight, and then lift a few pieces right above the hair tie. This adds a bit lift, ensuring you won't look like just rolled out of bed.

9. Did you rock some killer waves/curls on the weekend? Come Monday morning your hair will have great texture, but not enough polish to wear to work. Try a loose up-do that allows the texture to loosely fall around the face.

10. How hot is this new trend? Vintage water waves with messy texture. A new look on an old classic.

11. The bob is THE cut of 2016. The awards season is awash with chin grazing cuts all varied to suit hair type and face shape.

12. Plaits that are only three to four weaves deep are the new 'it' look in the braiding world. What do you think about this trend?

13. Hair accessories are back, in a big way. They're no longer for special occasions or night time 'dos. Wear your head piece anytime, anywhere.

14. If you have fine hair and

want a wash and wear style, put away the heavy creams and oils. Instead, spritz on a lightweight leave-in conditioner and comb it through. This will help smooth the cuticle (key to preventing fuzz) without weighing things down.

15. Do your bobby pins tend to slide out? Never use bobby pins without a quick spray of hairspray or dry shampoo first. Place your bobby pins on a paper towel or tissue, give them a light spray, and then allow them to dry for a minute or two before inserting them into your hair. This is especially helpful on fine, straight and thin hair.

16. After washing your hair, use a wide-tooth comb to get those tangles out instead. The comb doesn't tug and pull at your hair like a regular brush, so it safely and easily removes tangles with less damage

17. To make your blowout last longer, hit your hair with your blow dryer on the cool setting once you're done styling. Heat styles hair, but cool air sets it.





**18. FOR DETANGLING:
USE A PADDLE BRUSH**

Get a paddle brush with flexible bristles and a cushioned back. Why? It pads your hair while working through knots safely. Make sure to always start brushing at the ends of your hair and work your way up the shaft to prevent any painful snags.

**19.FOR STYLING BANGS:
USE A SMALL ROUND
BRUSH**

A small round brush with densely packed bristles will help you get a hold of the shorter pieces around your face. When blow-drying your hair, always tackle the bangs first to ensure that you get them to lie properly.

20. A wide tooth comb is the ultimate hair detangler. Use this to comb through your conditioner in the shower.

21. Whether you want to create smooth and sleek styles, flicks, curls, or achieve the perfect straight look, there's an iron for your hair. From the one-touch temperature control to the hibernation mode and swivel cord; our straighteners deliver everything you need to style your hair professionally and easily.

22. The low pony is the ultimate no-fuss hairstyle. To give yours a little something extra, pull the pony tight, and then lift a few pieces right above the hair tie. This adds a bit lift, ensuring you won't look like just rolled out of bed.